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FOR IMMEDIATE RELEASE

Douglas Elliman Development Marketing Unveils ‘*Uniquely Yours*’
Multi-Media Digital Experience Brings New Development Opportunities Home

(New York, NY) May 28, 2020 – Douglas Elliman Development Marketing, the new development arm of Douglas Elliman, the nation’s preeminent luxury real estate brokerage, announces today the launch of *Uniquely Yours*, a multi-media experiential platform providing optimal exposure of premier properties across the country, within the brokerage’s \$30 billion [portfolio](#). Such projects include The Towers at the Waldorf Astoria, 111 West 57th Street and The XI in New York City, 8899 Beverly, The Harland and The Residences at the West Hollywood Edition in California, and 87 Park, Forte and La Clara in Florida.

Featuring one or more bespoke properties, *Uniquely Yours* is designed to educate and inspire consumers of real estate with a finer understanding of the one of a kind architectural and design elements, amenities, cultural offerings and locations of the residential buildings represented by Douglas Elliman Development Marketing. *Uniquely Yours* will be strategically deployed across Elliman’s leading [social media](#) accounts, via graphically produced email marketing campaigns, as editorial features on the digital magazine, [Elliman Insider](#), and as part of an exciting new online conversation called *Uniquely Yours* that will ultimately live on iTunes on the brokerage’s recently launched [podcast](#) channel.

“We are proud to announce the launch of *Uniquely Yours*, an informative and visually inspired initiative unlike anything else in the residential new development marketplace,” said Susan de França, president and CEO of Douglas Elliman Development Marketing. “As a forward thinking company, we felt compelled to produce a virtual “conversation” showcasing the many unique attributes of our extraordinary properties on behalf of our esteemed developer clients. It is a great platform to connect with to prospective buyers and brokers around the world.”

The *Uniquely Yours* forum will include members of new development teams such as developers, architects, designers, agent ambassadors, brand partners and lifestyle influencers.

Subsequent to the Wednesday online conversation, the email marketing communication will be widely distributed, and the social media campaign will be posted across multiple channels on Thursday. The *Elliman Insider* story will go live on Friday.

Registrants of the forum will also receive an in-depth overview of the week's featured properties from [FOLIO](#), Douglas Elliman's proprietary new development app designed in conjunction with the firm's global real estate partner, Knight Frank.

Hosted by Susan de França, *Uniquely Yours* will premiere on Wednesday, June 3rd at noon Eastern featuring Renzo Piano Building Workshop's first U.S. residential offering, [565 Broome SoHo](#).

The topic: *The Birth of a SoHo Masterpiece*.

Guests will include Alessandro Pallaoro of Bizzi & Partners, Julia Capp of RDAI, Director of Sales, Stacy Spielman and Andrew Anderson of Douglas Elliman.

Located in SoHo in downtown Manhattan, the 112 unit 565 Broome SoHo was developed by Bizzi & Partners with interior architecture by Paris-based design firm RDAI. The one to four bedroom residences are available for immediate occupancy.

To register for the June 3rd *Uniquely Yours* forum, please visit the following [link](#).

Information on Douglas Elliman Development Marketing's full-suite of properties is available [here](#).

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About Douglas Elliman Development Marketing (DEDM)

Douglas Elliman Development Marketing, a division of Douglas Elliman Real Estate, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York City, Long Island, The Hamptons, Westchester, New Jersey, South Florida, California, Massachusetts and Texas, as well as throughout the United States and internationally. The firm ranks amongst New York City's most prominent sales and marketing firms with over 100 in-house development professionals and an over \$87 billion global new development portfolio. The company's hybrid platform of matching experienced new development experts with skilled brokerage professionals provides unparalleled expertise and real time market intelligence to its clients. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, planning and design, marketing, and sales. Through a strategic global alliance with Knight Frank Residential, the world's largest privately-owned property consultancy, the company markets properties to audiences in 60 countries. <https://www.elliman.com/marketing>